

INTERNSHIP REPORT

ON

Customers Attitude towards Pre- ordering Mobile Phones from Online Shops in Bangladesh



Internship Report

Course – BUS 400

Customers Attitude towards Pre-ordering Mobile Phones from Online Shops in Bangladesh

Prepared for:

IFFAT TARANNUM
Lecturer
BRAC Business School
BRAC University

Prepared by:

KHAJA BAKIR AHMAD
ID: 12104039
Summer 2016



Date of Submission: 6th September, 2016

Letter of Transmittal

September 6, 2016

Ms. Iffat Tarannum

Lecturer, BRAC Business School

BRAC University

Subject: Submission of Internship Report on Customers Attitude towards Pre-ordering Mobile Phones from Online Shops in Bangladesh.

Dear Madam,

I would like to draw your kind attention towards the submission of my internship Report. The report topic “Customers Attitude towards Pre-ordering Mobile Phones from Online Shops in Bangladesh” was authorized by you on 27th July, 2016 and assigned me as a requirement to complete the internship program (BUS 400).

I am sure that this report will help you to understand the whole concept of pre-ordering mobile phones or any other products along with the attitude of the customers in Bangladesh towards it. This report is basically the combined version of your guidelines, my passion and the instructions given by the internship management committee of BRAC Business School. I have tried to make this report more specific focusing on the topic as well as maintained as much coherence as possible.

I expect and also will be really happy have if you enlighten me with your views on this report. I would like to answer any kind of questions on this report if you have any. Thank you so much for your kind consideration and guideline. I truly believe and hope heartily that this report will match with your expectation.

Sincerely yours,

Khaja Bakir Ahmad

ID: 12104039

BRAC Business School, BRAC University

Acknowledgement

At first I wish to express my utmost gratitude to the Almighty ALLAH for giving me patience, strength and calibre required to complete this report. I am also grateful to my family for supporting me and also for giving inspiration because I was sick for more than a month and if they didn't, it might not be possible to finish it on time.

In the completion of this report, I would like to thank a few more people for their sacrifice of time and unconditional support. Firstly, I would like to thank my academic supervisor Ms. Iffat Tarannum, Lecturer, BRAC Business School, BRAC University, for her tremendous support, thoughtful advice and logical help. Without her help, it was quite impossible to finish this report so smoothly. I truly thank her for assigning me with this topic which was really helpful to enlighten my knowledge to a relatively uncommon field of study.

Moreover, I have to thank my organizational supervisor Ms. Rajvia Hossain, Content Manager, Product Department, Pickaboo.com, who guided me like my elder sister though she was sick and left the job for weak health condition. Again a special thanks to her for requesting the operations team of Pickaboo.com to judge the customer intentions on the pre-order system.

Nevertheless, my internship colleague Mr. Mahen Mosharraf, who has got the job at Pickaboo.com as Content Manager of Product Department, helped me to get the survey database which was conducted officially during my internship period there. Without his help I could not manage primary data for the study.

Lastly, I have to thank Mr. Amirul Islam Lisan and Mr. Reazul Islam Ridoy who are my classmates and helped me in some extent in proper formatting of my report according to the guideline of my academic supervisor Ms. Iffat Tarannum, Lecturer, BRAC Business School, BRAC University.

Executive Summary

Pre-ordering mobile phone from online shops is a quite new concept to the market and understanding customers' attitude towards it was the core objective of this report. From analyzing the primary survey data collected, the core outcome found was most of the customers have started relying on this pre-order system after having the better service for Symphony H400 Smartphone from Pickaboo.com. The sample population was selected from Dhaka based customers to measure the whole scenario of Bangladesh. Because according to Bangladesh Telecommunication Regulatory Commission (BTRC) report July, 2016; the total number of internet users in Bangladesh is 63.915 million where 28 million users are from Dhaka which is about 44% of the whole number (BTRC, 2016). From the study, there were nobody who said that the service of H400 pre-order system was poor or none of them were dissatisfied with it whereas 96% of them will return to pre-order mobile phones from Pickaboo.com or any other trusted online shops which shows the positive cognition/belief of the customers on it. From the respondents, only 20% had experience of this pre-order system but 84% stated that they feel secure with this process which is a positive feeling. The increased percentage of trustworthy and repetitive customers also proves positive behavioural intentions towards pre-ordering mobile phones from online shops. Moreover, in the question of ability, we have seen that income group middle to lower middle class (<60,000 to <20,000) is having positive intention to buy phones through pre-order. Besides this, their age group were within 20-40 which is young and always demand new things from in the market. Social influence is also a factor for which they get interest to go for such first mover experience seeing around them through pre-order and when the product is mobile phone this become behaviour of the customers more frequently.

Table of Contents

| | |
|--|------|
| Letter of Transmittal | iv |
| Acknowledgement | v |
| Executive Summary..... | vi |
| Table of Figures..... | viii |
| 1. Introduction to the report | 2 |
| 1.1. Origin..... | 3 |
| 1.2. Scope..... | 3 |
| 1.3. Methodology..... | 4 |
| 1.4. Limitations..... | 4 |
| 1.4.1. Lack of resources (primary data) | 4 |
| 1.4.2. Time Limitations..... | 4 |
| 1.4.3. Got insufficient help from the organization | 4 |
| 1.4.4. Lack of secondary data..... | 4 |
| 2. Overview of the organization | 6 |
| 2.1. EDISON Group | 7 |
| 2.2. Pickaboo.com | 7 |
| 3. Job Description..... | 9 |
| 3.1. Writing product content | 10 |
| 3.2. Adding product details from the vendor's website | 10 |
| 3.3. Differentiating products in different categories | 11 |
| 3.4. Attaching background information and related product at the backend of the website | 11 |
| 3.5. Finally Uploading, Correcting, Enabling/Disabling or Deleting in terms of the importance of different product contents | 11 |
| 3.6. Observation..... | 11 |
| 4. | 12 |
| Customers Attitude towards Pre-ordering Mobile Phones from Online Shops in Bangladesh | 12 |
| 4.1. Problem statement | 13 |
| 4.2. Sample..... | 13 |
| 4.3. Data Collection | 14 |
| 4.3.1. Primary data..... | 14 |
| 4.3.2. Secondary Data | 14 |
| 4.4. Consumers Attitude towards Pre-ordering Mobile Phones from Online Shops..... | 15 |
| 4.4.1. Cognition (beliefs) | 15 |

| | | |
|------------------|-------------------------------|----|
| 4.4.2. | Affect (feelings) | 16 |
| 4.4.3. | Behavior | 17 |
| 4.5. | Data Analysis | 18 |
| 4.5.1. | Primary Data Analysis | 18 |
| 4.5.2. | Secondary Data Analysis | 23 |
| 4.6. | Recommendations | 24 |
| 4.7. | Conclusion | 25 |
| 5. | Appendix | 26 |
| Appendix A | | 26 |
| Appendix B | | 26 |
| Appendix C | | 27 |
| 6. | Bibliography | 29 |

Table of Figures

| | |
|--|----|
| Figure 1 - Pickaboo.com Home Page | 8 |
| Figure 2 | 18 |
| Figure 3 | 18 |
| Figure 4 | 19 |
| Figure 5 | 19 |
| Figure 6 | 20 |
| Figure 7 | 20 |
| Figure 8 | 21 |
| Figure 9 | 21 |
| Figure 10 | 22 |
| Figure 11 - Short Description (Yellow Highlighted) | 26 |
| Figure 12 - Long Description (Yellow Highlighted) | 26 |

1. Introduction to the report

1.1. Origin

This report has been prepared to fulfill the requirement of the internship program of the author as per following the preset rules in general and the special formalities set by the Internship Management Committee of BRAC University. The author is a student of the undergraduate program of BRAC University under BRAC Business School and has been assigned as an intern in the Product department of an online shop namely Pickaboo.com which is a concern of Edison Group. According to the requirements of internship program, the author has completed the 12 weeks internship under the official supervision of the organization. This report is addressed as the internship report of the author which is prepared under the supervision of the academic advisor, Ms. Iffat Tarannum, Lecturer, BRAC Business School, BRAC University and according to the instructions regarding the organization provided by the official supervisor, Ms. Rajvia Hossain, Content Manager, Product Department, Pickaboo.com.

1.2. Scope

Online shopping is still a quite new concept to most of the Bangladeshi population. The basic customers of this market here are from the urban areas, mostly from the divisional cities like Dhaka, Chittagong, Sylhet, Khulna, Rajshahi etc. Pre-ordering products is the newest concept in the field of online shopping which is started to implement by the online shops in recent past. This report has multiple scope of exploring this new ideas which are stated bellow –

- ◆ This report gives a clear idea about the cognition, affect and behavior (attitude) of a certain group of customers who regularly order & buy products from online shops.
- ◆ As this report is prepared focusing on the Dhaka based online customers which is the biggest market for online shops in Bangladesh, it gives a transparent idea about the customers' attitude towards pre-ordering mobile phones in Bangladesh. According to Bangladesh Telecommunication Regulatory Commission (BTRC) report July, 2016; the total number of internet users in Bangladesh is 63.915 million where 28 million users are from Dhaka which is about 44% of the whole number (BTRC, 2016).
- ◆ Who are the main customers (First movers) and how people react on pre-ordering products form online shops is clarified (briefly) in this report.

1.3. Methodology

Firstly, I have collected all the data, information, and every other necessary document needed to analyze and research.

After that I have organized all the variables in MS Excel to calculate the findings and convert those into graphs and charts to visualize the current market attitude towards pre-order system statistically.

Then sorted out all the data and analyzed the output from the respondents of the survey. While analyzing the report, I was trying to find out the gap between expectation and perception of the customers on pre-ordering mobile phones.

Lastly compared all the data found to explain customers' cognition, affect and behavior on pre-ordering mobile phones briefly. This is the core objective of the report to find out the attitude of the customers towards pre-ordering mobile phone.

1.4. Limitations

1.4.1. Lack of resources (primary data)

While writing this report, I haven't got enough primary data to compare and contrast the whole scenario. The only primary data I had was out my three months experience at Pickaboo.com.

1.4.2. Time Limitations

Though I have got time more than one month to finish this report, due to my sickness and flood affection at my home, I could only use a least part of it. Otherwise this report could have more informative and elaborated one.

1.4.3. Got insufficient help from the organization

As I left the job after completing my internship though there was an offer to be continued, I have got less help from the organization and also could not visit there because of the same reason stated in previous part.

1.4.4. Lack of secondary data

Most of the renowned online shops don't have their about us page in their shopping portal. In Bangladesh, the national bureau of statistics does not have their concern on online shops and non-government statistics is also absent for the online shops. Being a new concept, there was no scholarly article found on pre-ordering mobile phones on internet. That is why; I could not

find sufficient data from the internet as well. If you don't have internal support, it is very difficult to put out the information or research data.

2. Overview of the organization

2.1. EDISON Group

EDISON Group, one of the encouraging and evolving business groups, is founded with the aim of enhancing all aspects of life for the customers with powerful brands, reliable products and services. The group has diversified investment in Technology, Communication, Power, Real Estate, Electronics & Value Added Service sectors in Bangladesh. Presently, EDISON Group has seven strategic business units operating in the market.

- ◆ SB Tel Enterprises Ltd.
- ◆ EDISON Technologies Ltd.
- ◆ EDISON Properties Ltd.
- ◆ EDISON Power Bangladesh Ltd.
- ◆ MoMagic Bangladesh Ltd.
- ◆ EDISON Logistics Ltd.
- ◆ EDISON Electronics Ltd.

2.2. Pickaboo.com

Pickaboo.com is the newest online shop in Bangladesh which is basically a sister concern of Edison Group Bangladesh ltd. under the supervision of a wing namely MoMagic Bangladesh ltd. With the vision to be the biggest online shop, Pickaboo.com has started its journey on 12th May, 2016. From the beginning, it has 12 vendors/suppliers which are increasing in numbers day by day. Till the last day I was there officially, there were 30 permanent, 8 contractual and 4 intern employees in the head office of Pickaboo.com. Comparing the competitor's document of sales volume and profit recorded at the end of the first month of operations, it has achieved the highest one which is nearly twice of the closest competitor here in Bangladesh.

Pickaboo.com has categorized its products into six different categories to decorate their web inventory portal. The categories are –

- ◆ Mobile & Tablet (Smart phones, Feature Phones & Accessories)
- ◆ Computing (Desktop, Laptop, Mac book & Accessories)
- ◆ TV & Electronics (LED TV, Smart TV, 3D TV & Electronics)
- ◆ Camera & Accessories (DSLR Camera, Accessories, Security Camera)
- ◆ Home Appliances (Large Appliances, Small Appliances)

- ◆ Accessories and others (Mobile Accessories, Desktop Accessories Gaming Accessories & Others)

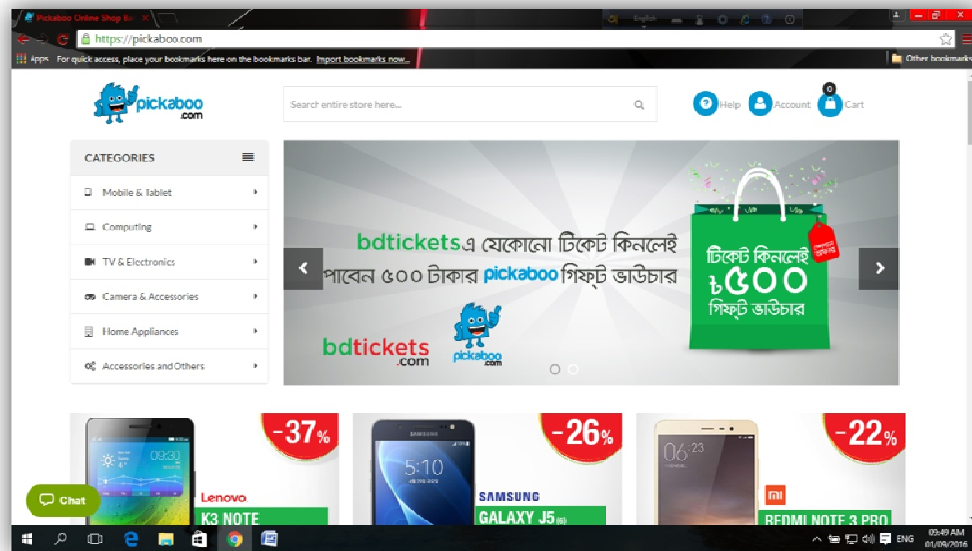


Figure 1 - Pickaboo.com Home Page

Like other online shops, Pickaboo.com has a lot of special offers like mobile mela, preorder offer, gift voucher offer etc. So far their sales and promotions are seems very much promising which indicates that they are quite on a right track to achieve their goal to be the market leader in online shopping Bangladesh (Pickaboo.com, 2016).

3. Job Description

I have started working as an intern at Pickaboo.com almost a month earlier to its official inauguration to the market. I was assigned at the head office of Pickaboo.com in product department and the responsibilities I owned are as follows –

- ◆ Writing product content
- ◆ Adding product details from the vendor's website (sometimes from third party website)
- ◆ Differentiating products in different categories
- ◆ Attaching background information and related product at the backend of the website
- ◆ Finally Uploading, Correcting, Enabling/Disabling or Deleting in terms of the importance of different product contents

3.1. Writing product content

While surfing an online shop to view or order products, usually you will see a long and a short description about the product so that you can easily take decisions on the best alternative(s). My duty was to write down the relevant information of a certain product from the inventory book or sometimes from the product supplier website.¹

3.2. Adding product details from the vendor's website

For each product, there is some default information which I needed to write down in specific box plot. These were also to be collected from the product website. For example, the default informations of a Smartphone are –

- ◆ Brand
- ◆ Weight
- ◆ Country of manufacture
- ◆ Camera (back and front)
- ◆ Display
- ◆ Warranty
- ◆ Storage
- ◆ Processor
- ◆ Connectivity
- ◆ Battery etc.

¹Appendix A

3.3. Differentiating products in different categories

Arranging products with selecting categories at the backend of a certain product content was another responsibility of mine. As I have mentioned earlier that Pickaboo.com has categorized its products into six different categories, it was one of the key responsibilities for me to mention the category at the backend information of each product.

3.4. Attaching background information and related product at the backend of the website

For some products which are relatively unknown to most of the people, basically those products need to have some background information to clarify the usage of those products and commonly all the products must carry some related products which was done by me accordingly where needed.

3.5. Finally Uploading, Correcting, Enabling/Disabling or Deleting in terms of the importance of different product contents

While a whole content of a certain product is ready, I had to upload the content to the front end of the website. In terms of mistake, content change, availability/unavailability of product(s) I also had to correct, enable/disable or sometimes delete contents from the website.

3.6. Observation

Eventually, these are the major responsibilities I have fulfilled during my three months internship period at Pickaboo.com. During my internship period I have found everyone very friendly, co-operative and supportive there. Sometimes I had to work on Saturday but people were as responsible as they don't have to work under pressure because nobody left anything pending for the next day.

4.

**Customers Attitude towards Pre-
ordering Mobile Phones from
Online Shops in Bangladesh**

4.1. Problem statement

Pre-order is a term which indicates the initial ordering of a certain product before it is available in the marketplace but announced to be available soon with the open declaration of the features, brand and every other information about the product. In Bangladesh, this term was quite unfamiliar a few years back but nowadays it's a quite popular term among the first movers in the big cities and the urban areas of Bangladesh. In this system of pre-order, mobile phone is at the highest peak in terms of popularity and a number of online shops created the opportunity for the first mover consumers/customers to order their preferred mobile phone or other products before launching officially. In this system, customers need to pay an initial amount to secure his/her order which is very much reasonable in most of the cases and reliable as well. As the pre-order system is found reliable and trusted without a single pie of hidden charge and a tiny probability to be cheated, people who are capable are signing up their names in the list of first movers. As a result, the overall attitude of the customers is getting positive day by day towards preordering mobile phones.

4.2. Sample

As pre-ordering mobile phones from online shops in Bangladesh is a new concept in the market, here I have tried my best find out the present attitude of the customers towards it. In the way to do it, I have used the following samples to make the study more reliable and effective.

- ◆ During my internship period at Pickaboo.com, our operations team conducted a survey among 250 people who pre-ordered a Symphony Smartphone namely H400.
- ◆ I have personally interviewed 15 of them among those who have chosen the product delivery method 'Office pick-up' which means they have collected their pre-ordered H400 from Pickaboo.com office. Due to shortage of time I have asked only two questions which are if they have previous experience and if they will continue preordering from online shops especially from Pickaboo.com.

4.3. Data Collection

All the data collected from various sources and categorized in two categories in which one is primary data and another one is secondary data.

4.3.1. Primary data

- Primary data is basically the survey conducted on 250 customers who pre-ordered Symphony H400 mobile phone from Pickaboo.com. This was done by the operations team of Pickaboo.com which is an unofficial survey and also was totally unknown to the top officials before it was done. Actually it was done to give a pleasant surprise and impress the higher authority of the organization.
- As I mentioned earlier that personally I have asked two common questions to 15 customers –

1. Do you have experience of this pre-order system?
2. Would you like to have this experience further?

Surprisingly all of them passed negative answer to the first question and positive answer to the second question. That means the verbal attitude is changing dramatically towards this pre-order system.

4.3.2. Secondary Data

Secondary data was collected from Techetron.com website (Rahman, 2014) and Brand Bangla eShop (Brand Bangla, 2015) website.

Techetron.com is one of the first websites which started offering pre-order mobile phones in 2014.² Their very first pre-order product was Samsung Galaxy S5. But as they are not that much popular like renowned online shops such as Kaymu.com, Daraz.com.bd etc. they could not spread out the concept of pre-order system to the market but they have got sufficient response which is almost 150 pre-orders for Samsung Galaxy S5 during that early time. Though they could not survive in the market for long, they have drawn the early step which helped to make the change the attitude of the customers (not only first movers but also general ones) nowadays.

Brand Bangla eShop does not sale mobile phones rather they sale only the fancy customized mugs or other glass gift products.

²Appendix - B

4.4. Consumers Attitude towards Pre-ordering Mobile Phones from Online Shops

Till now I am trying to build a clear idea about the pre-ordering mobile. In terms of those analysed data, here three components of customer's attitude are discussed briefly.

Customer attitudes are a composite of a consumer's (1) beliefs (cognition) about, (2) feelings (affect) about, (3) and behavioural intentions toward some object within the context of marketing (Perner, 2005).

4.4.1. Cognition (beliefs)

The first component is beliefs or cognition of a customer. A customer may hold both positive beliefs toward an object as well as negative beliefs.

- ◆ Here in the analysed database, in the question of satisfaction, there is nobody who said that they are dissatisfied with the pre-order system of Symphony H400 Smartphone. Though most of them do not have experience of this pre-order system their beliefs has changed a bit for sure.
- ◆ Only 20% respondents had the experience of this system but while asking them that if they will return to have such experience from Pickaboo.com or any other trusted online shop, 96% respondents ensured that they will. Without having strong belief nobody can say that they will spend further to such a new concept like pre-ordering mobile phones.
- ◆ 99% of the respondents did not have a single complain about on time delivery,³ which is clear confession on how deeply belief on the system formed amongst them.

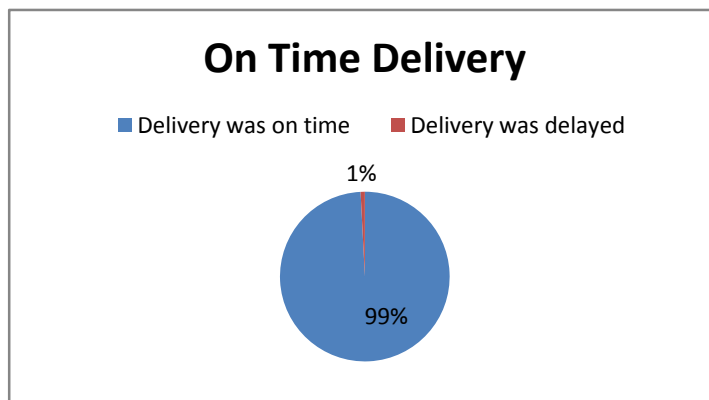


Figure 2

³Figure 11

4.4.2. Affect (feelings)

Consumers also hold certain feelings toward brands or other objects. Sometimes these feelings are based on the beliefs, but there may also be feelings which are relatively independent of beliefs (Perner, 2005).

Belief on pre-ordering mobile phones creates the positive feelings which affect customers mind deeply. Having positive feeling on pre-ordering mobile phones creates loyalty of customers on it.

- ◆ Each income group except bellow BDT 20,000 has quite similar number of contribution. More than one third (40%) of the respondents are of bellow BDT 60,000 income group which means they are from middle class to lower middle class people. This indicates that their positive feeling on it is not out fantasy or blue blood.⁴
- ◆ When we have positive feeling on an object that is must be secured one. Here from the study you can see that 84% of the respondents stated that the pre-order system is secured which is 64% more than (20%) those customers who have previous experience on it.⁵

⁴Figure 8

⁵Figure 7 & Figure 9

4.4.3. Behavior

The behavioural intention is what the consumer plans to do with respect to the object. As with affect, this is sometimes a logical consequence of beliefs (affect), but may sometimes reflect other circumstances like ability, competing demands for resources and social influence.

From the previous part, this is crystal clear that beliefs and feelings are set very well among most of the respondents. The scenario was only 20% had previous experience but in the question of perception it was increased dramatically to 96%, who will continue pre-ordering. Now we can say that it's being behavioural intention to the system of pre-ordering mobile phones.

Moreover, in the question of ability, we have seen that income group middle to lower middle class is having intention to buy phones through pre-order.

Though the age group was not defined, I had a look to the invoice database all of those respondents where I have seen that everyone was in-between the age group of 20-40 years old. That means all of them are relatively young aged and the young generation always demands new things. So, being a first mover might be the passion for most of them which will flourish them through this pre-ordering system for mobile phones.

Last but not the least; social influence is very much touchy to this generation. They always try to follow the trend which will take them multiple steps away with the foot prints of pre-order system for mobile phones (Perner, 2005).

Thus it becomes an attitude of the customers to pre-order mobile phones from online shops in Bangladesh.

4.5. Data Analysis

4.5.1. Primary Data Analysis

The survey conducted among the 250 customers whose delivery method choice was office pick-up is the harvest part of primary data which is analyzed bellow –

1. Sex Ratio of the

Respondents: Out of all the respondents 98 were male and 152 were female. 39% of the respondents were male and 61% of them were female which indicates

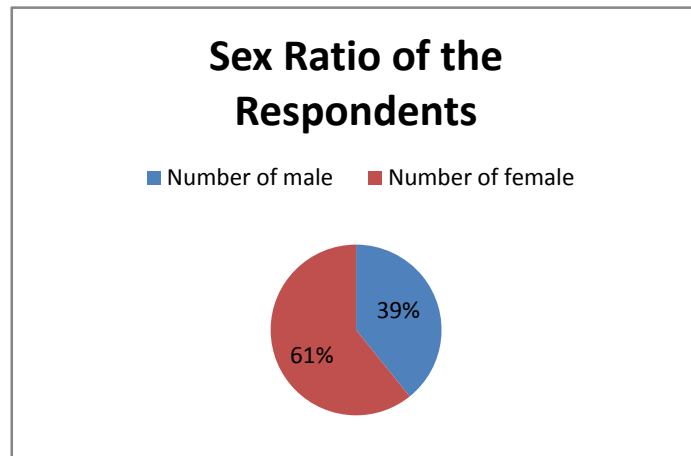


Figure 3

female customers are much interested with the system. That means female customers should be the core part who have positive attitude on pre-ordering mobile phones.

2. Location of the Respondents: 238 customers (respondents) were from Dhaka and

only 12 were from outside of

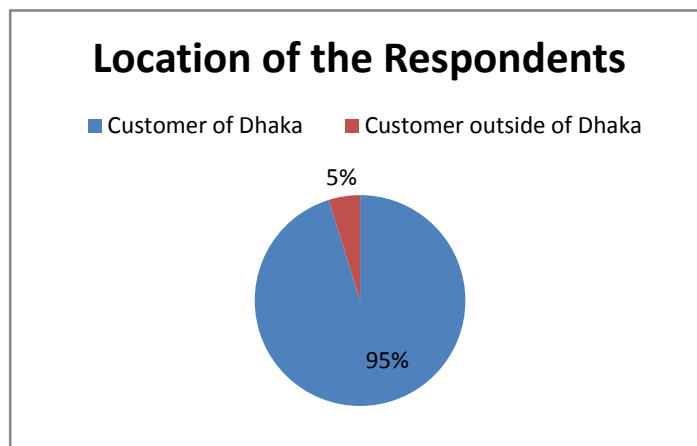


Figure 4

Dhaka. As I mentioned earlier that this project is prepared on Dhaka based customers because most of the online customers are from or nearly to Dhaka. Here we

can see the difference which

is 95% from Dhaka and only 5% is from close outside of Dhaka as per their invoice document.

3. Paying an Initial Amount: Paying an initial amount is a bookish process of pre-order

system but the intelligent operations team of Pickaboo.com thought that without this initial amount customer will be more satisfied. This was also proved in analysing survey data. Here we can

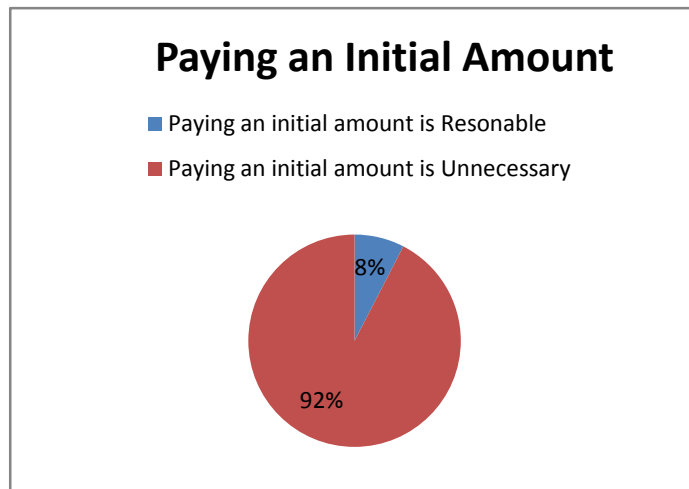


Figure 5

see 231 customers which are 92% of the whole number of respondents said that paying an initial amount is unnecessary. Only 8% (19 respondents) said that it is reasonable.

4. Satisfaction on H400 Pre-order: In the question of satisfaction on H400 pre-order,

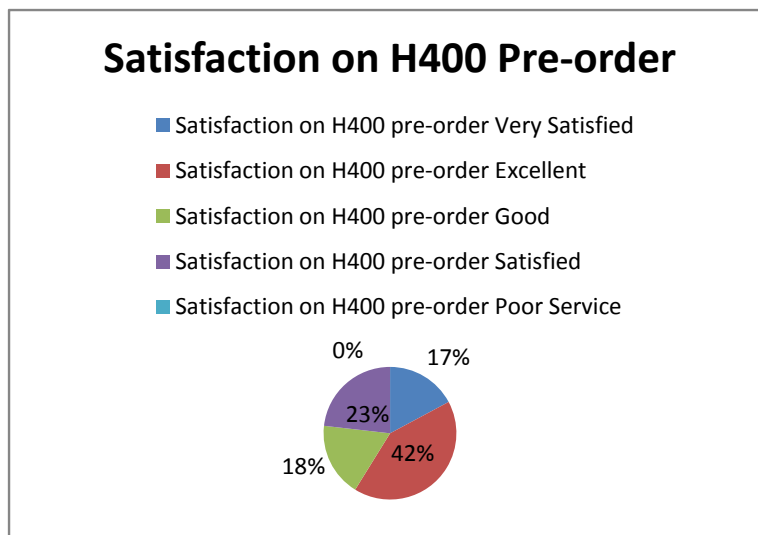


Figure 6

there is no one who said the service quality was poor though they have different level of satisfaction which is visualized in the pie chart. Here we can see that 17% (43) is very satisfied, 42% (104) said

that the service was excellent, 18% (45) said that the service was good and last 23% (58) were at least satisfied with pre-order service for H400.

5. Experience of the

Respondents:

When they were asked about the experience, 51 of them (20%) answered yes and the rest 199 respondents (80%)

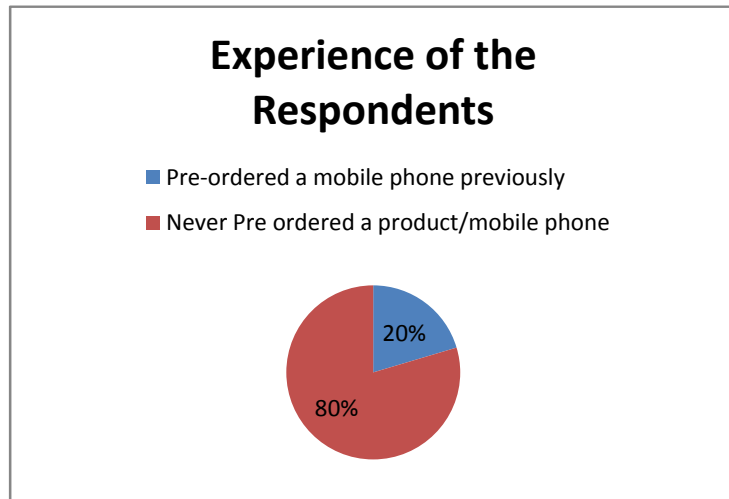


Figure 8

answered no. Without having an experience of pre-ordering mobile phones (or anything else), none of them were totally dissatisfied with this system.

6. Pre-ordering frequency of the Respondents: Among the 51 respondents who have

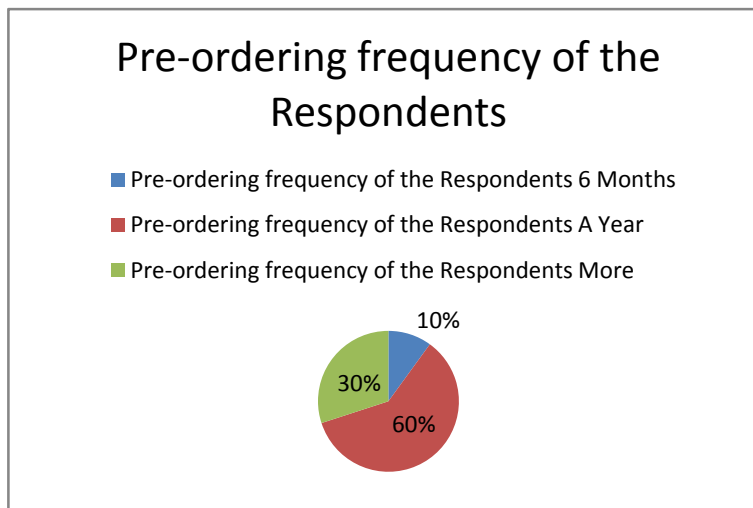


Figure 7

experience of pre-order, 5 (10%) of them had the previous experience before 6 months, 30 (60%) of them experienced before a year and the

rest 15 (30%) of them experienced more than a year.

7. Income Group of the Respondents: 57 (23%) respondents monthly income was more than or equal to BDT 100000, 93 (37%) respondents monthly income was BDT 60-90000, 37 (15%) respondents monthly income was BDT 40-60000, 61 (24%) respondents monthly income was BDT 20-40000 and 2 (1%) respondents monthly income was less than BDT 20000.

This proves that people from different income group have positive attitude

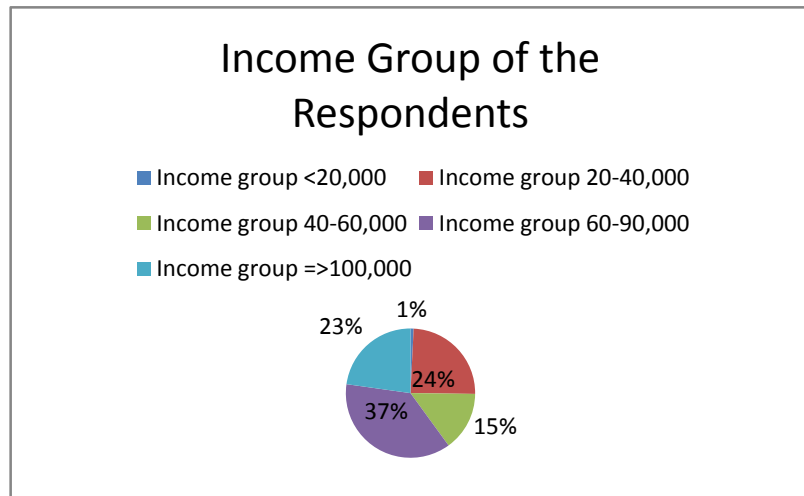


Figure 9

contribution to this system.

8. Is this System Secured? – 211 respondents feel secure with this pre-order system which is 84% of the total respondents. However, only 39 (16%) respondents think that

this system is no secured. Among those 84%, 51% are experienced which means positive attitude towards this

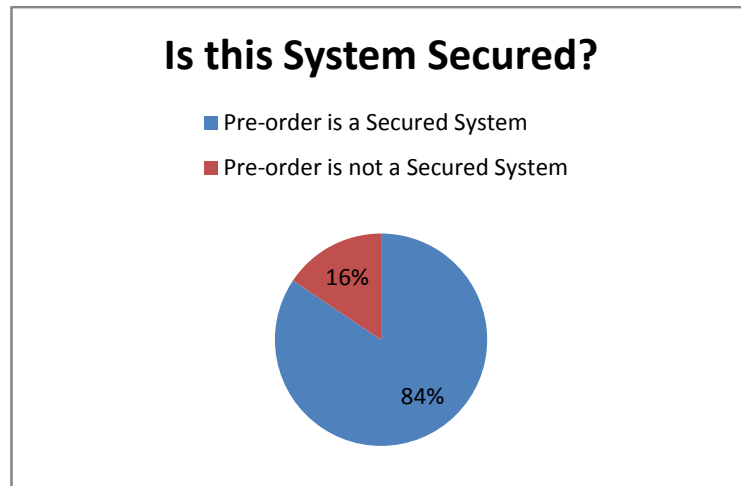


Figure 10

is increasing drastically. These people have the trust on this system and seem to be the regular customers of this pre-order system, at least for mobile phones.

9. Will Continue Pre-ordering: 240 will continue pre-ordering mobile phones from

Pickaboo.com if they will get any further quality one and the rest 10 will not. Here the positive versus negative

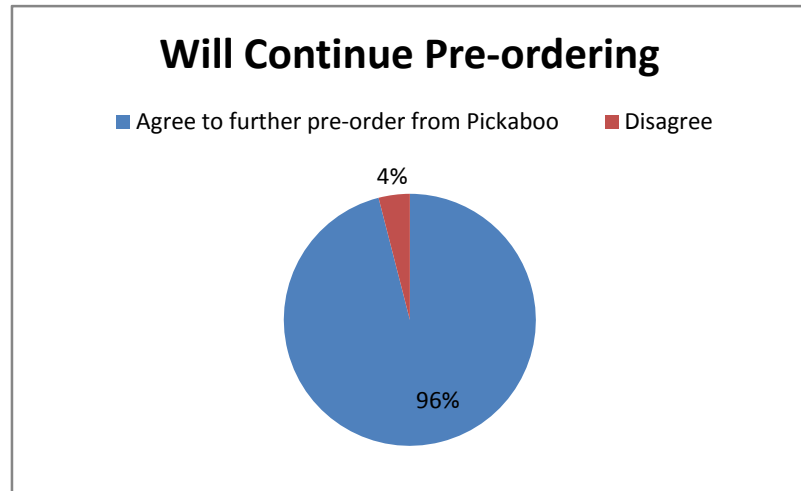


Figure 11

ratio is 96% to 4%. This seems that pre-order system is going survive in the long run for Pickaboo.com and other trusted/popular online shops.

10. Recommendation: According to human nature, when people think positive about

anything then they recommend/share positive ideas. Here we have got 100 recommendations out of 250

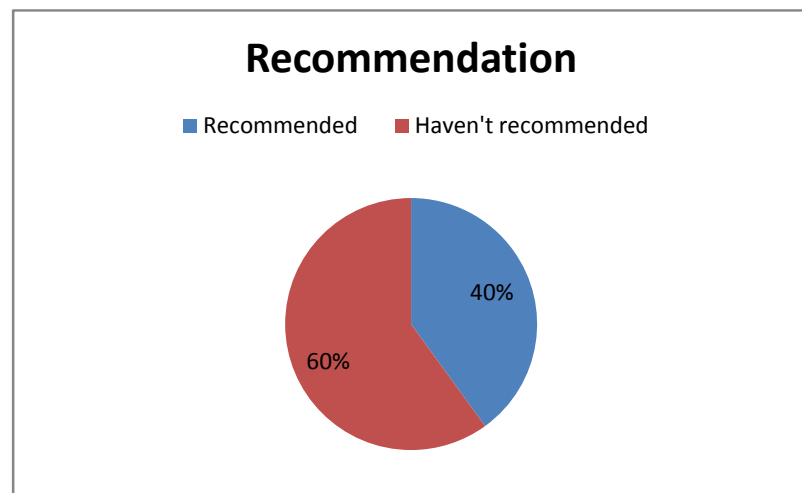


Figure 12

respondents which is a positive sign indeed. The best three recommendations can be implemented to get better outcome of customer attitude towards pre-ordering mobile phones.

4.5.2. Secondary Data Analysis

Techetron.com is one of the first websites which started offering pre-order mobile phones in 2014. Their very first pre-order product was Samsung Galaxy S5. But as they are not that much popular like renowned online shops such as Kaymu.com, Daraz.com.bd etc. they could not spread out the concept of pre-order system to the market but they have got sufficient response which is almost 150 pre-orders for Samsung Galaxy S5 during that early time (Rahman, 2014).

However, Brand Bangla is a website for selling fancy product like Kaolin mugs, decorators, show piece etc. Within past 2-3 years they have made 17000 product orders which is a massive success in the field of pre-ordering products. This information is gathered through their helpline number though it seems quite rare. My study was focusing online customers but as there is less scholarly secondary data to defend my topic, I have tried to make the positive attitude more clearly towards the pre-order system.

4.6. Recommendations

As the attitude of the mobile phone pre-order customers is getting positive, I would like to recommend something that will make this system much better and also will make the customers more positive on it. Basically these recommendations are the best ones taken from the 100 recommendations out of the survey conducted among 250 customers.

- ◆ A prepaid card system can be provided to the special pre-order customers with some fancy offer. With this card, customers can frequently order from anywhere, any time. Basically it will be an honor to the customer with a very low investment which will make them feel special and will be more interested to grab the opportunity.
- ◆ An option can be used with a voucher or maintaining the record to save any retail amount from the previous purchase for pre-order customers which they can adjust with any further purchase.
- ◆ To make the pre-ordering system easier and flexible, an application can be developed for both iOS and Android. As most of the young people are using Smartphone, it will surely help them to place and confirm a pre-order from their end.

4.7. Conclusion

Internship experience in Pickaboo.com was really worthy because without any individual effort I have got a brilliant survey from the operations team. Online shops like Pickaboo.com, Daraz.com.bd, Ajkerdeal.com, Kaymu.com, etc. has opened a new skyline in the sector of online shopping in Bangladesh with the system of pre-ordering mobile phones. What the old scenario for this new concept was actually over and the present one is customers bear positive intention on this system in Bangladesh. This is going to be the most popular system for the first mover mobile phone buyers and increase the number of first mover for mobile phones dramatically.

5. Appendix

Appendix A

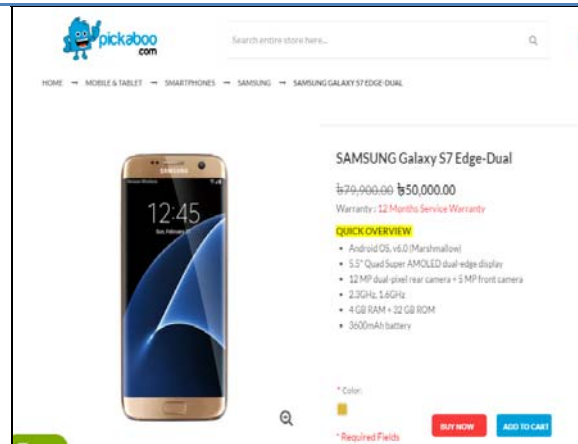


Figure 13 - Short Description (Yellow Highlighted)

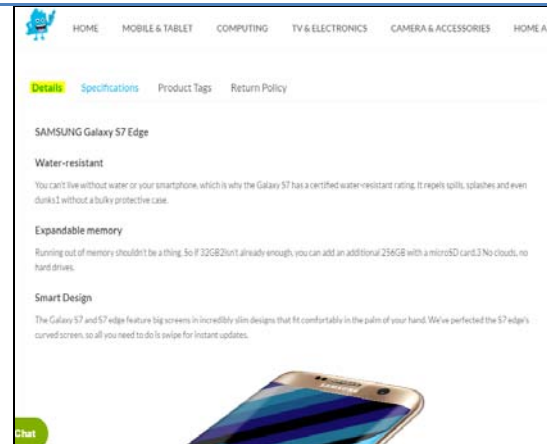


Figure 14 - Long Description (Yellow Highlighted)

Appendix B

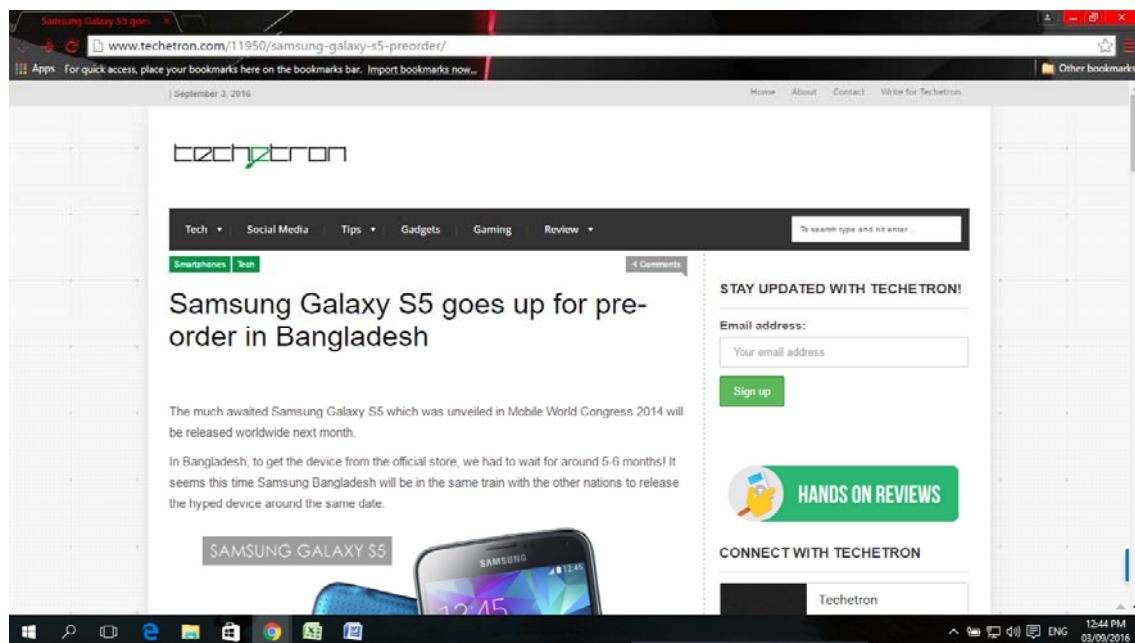


Figure 15 - Techetron.com

Appendix C

Survey on Pre-order Satisfaction for Symphony H400

1. Sex?

- Male
- Female

2. You are from –

- Dhaka
- Outside of Dhaka

3. Have you pre-ordered Symphony H400 from Pickaboo.com?

- Yes
- No

4. Did you paid any initial amount?

- Yes
- No

5. Do you think that paying an initial amount is reasonable?

- Yes
- No

6. Are you satisfied with the service for H400 pre-order set by Pickaboo.com?

| | | | | |
|--------------------------------------|---------------------------------|----------------------------|---------------------------------|------------------------------------|
| Very Satisfied <input type="radio"/> | Excellent <input type="radio"/> | Good <input type="radio"/> | Satisfied <input type="radio"/> | Poor service <input type="radio"/> |
|--------------------------------------|---------------------------------|----------------------------|---------------------------------|------------------------------------|

7. Have you ever used this pre-order system to buy anything?

- Yes
- No

From where (if yes) _____

8. How often you pre-order mobile phones?

| | | | | |
|------------------------------|-------------------------------|--------------------------------|------------------------------|----------------------------|
| A week <input type="radio"/> | A month <input type="radio"/> | 6 Months <input type="radio"/> | A year <input type="radio"/> | More <input type="radio"/> |
|------------------------------|-------------------------------|--------------------------------|------------------------------|----------------------------|

9. Your monthly income? (In BDT)

| | | | | |
|-------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|
| <20,000 <input type="radio"/> | 20-40,000 <input type="radio"/> | 40-60,000 <input type="radio"/> | 60-90,000 <input type="radio"/> | =>100,000 <input type="radio"/> |
|-------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|

10. Do you think pre-ordering a mobile phone from online shops like Pickaboo.com in Bangladesh is a secured process?

- Yes
- No

11. Have you got your delivery H400 on time according to promise?

- Yes
- No

12. Would you like to pre-order mobile phone from Pickaboo.com further?

- Yes
- No

13. How was the payment method(s)?

| | | | | |
|---------------------------------|---------------------------------|----------------------------|---------------------------------|----------------------------|
| Excellent <input type="radio"/> | Very good <input type="radio"/> | Good <input type="radio"/> | Satisfied <input type="radio"/> | Poor <input type="radio"/> |
|---------------------------------|---------------------------------|----------------------------|---------------------------------|----------------------------|

14. Do you recommend any better payment method?

- Yes
- No

Please Specify (if yes) _____

15. Do you recommend anything to make the whole pre-order system better?

Please

specify

6. Bibliography

Brand Bangla. (2015). Retrieved September 3, 2016, from [www.brandbanglaeshop.com](http://www.brandbanglaeshop.com/en/238-pre-order-product):
<http://www.brandbanglaeshop.com/en/238-pre-order-product>

BTRC. (2016, July). Retrieved September 4, 2016, from www.btrc.gov.bd:
<http://www.btrc.gov.bd/content/internet-subscribers-bangladesh-july-2016>

daraz.com.bd. (2015, February). Retrieved September 1, 2016, from www.daraz.com.bd:
<https://www.daraz.com.bd/>

Perner, L. (2005). *University of Southern California (USC) Marshall*. Retrieved September 3, 2016, from www.consumerpsychologist.com: http://www.consumerpsychologist.com/cb_Attitudes.html

Pickaboo.com. (2016, May 12). Retrieved September 1, 2016, from www.pickaboo.com:
<https://pickaboo.com/>

Rahman, M. M. (2014, March 11). *Techetron*. Retrieved September 2, 2014, from www.techetron.com: <http://www.techetron.com/11950/samsung-galaxy-s5-preorder/>